

# Calzedonia SpA in Apparel (Italy)

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## Abstracts

Calzedonia's strategy for the forecast period involves widening its already very diverse and competitive product range by developing new products. Once the economic crisis has receded sufficiently, the company is planning to turn its attention to the latest fashion trends in order to stimulate demand for its products. As average consumer purchasing power in Italy is set to be lower during the forecast period than it was prior to 2008, Calzedonia is expected to maintain low prices while at the...

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